## **FX PARTE OR LATE FILED**

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November 26, 1996

## **VIA HAND DELIVERY**

Mr. William F. Caton Acting Secretary Federal Communications Commission 1919 M Street, N.W., Room 222 Washington, D.C. 20554 RECEIVED

NOV 2 6 1996

Federal Community Figure Community
Office or Exemptor

Re: Ex Parte Notice

MM Docket 92-266 (Commercial Leased Access)

Dear Mr. Caton:

In accordance with Section 1.1200 et seq. of the Commission's rules, Comcast Cable Communications, Inc. ("Comcast") files this statement. On November 25, 1996, a representative of Comcast and the undersigned met with James Coltharp of Commissioner Quello's office, Anita Walgreen of Commissioner Ness' Office, and Suzanne Toller of Commissioner Chong's office in connection with the pending reconsideration of the commercial leased access rules in the above-referenced docket. The Company discussed the level of leased access activity in its systems, and provided the attached information.

Sincerely

Peter H. Heinberg

Counsel for Conscast Cable Communications, Inc.

PHF/cmf

cc:

James Coltharp Suzanne Toller Anita Wallgren

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## Comcast Leased Access

average	# of	hours	leased
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<u>System</u>	day	<u>week</u>	<b>month</b>	793I
Monmouth	18	126	567	6552
West Palm Beach	16	112	504	5824
Mobile	15	105	473	5460
Union	9	63	284	3276
Sarasota	9	63	284	3276
Tuscaloosa	7	49	221	2548
Gloucester	· 6	42	189	2184
Chesterfield	5	35	158	1820
Little Rock	5	35	158	1820
Baltimore	5	35	158	1820
Indianapolis	4	28	126	1456
Ft. Lauderdale	4	28	126	1456
Tallahassee	3	21	95	1092
Orange County	3	21	95	1092
Burlington	3	21	95	1092
Dover	2	14	63	728
Salisbury	2	14	63	728
Rehoboth	2	14	63	728
Danbury	1	7	32	364
Hattiesburg	0	0	0	0
TOTAL	119	833	3749	43316
Average	6	42	187	2166

## **EXHIBIT** A

# COMPARISON OF COMCAST LEASED ACCESS RATES WITH BROADCAST STATION RATES FOR HALF-HOUR PROGRAM

The following chart compares current rates for lease of one-half hour of channel time on selected broadcast stations in various markets served by Comcast cable systems with Comcast's average half-hour rates for leased access derived using current FCC highest net implicit fee formula:

MARKET	STATION	AFFILIATION	1/2 HOUR RATE (Prime/Non-Prime)	COMCAST SYSTEM RATE FCC Implicit Fee Formula
Richmond, VA	WWBT	NBC	\$10,000/\$2,000	\$28
Charleston, SC	WCBD	ABC	\$1,500/\$150-\$600	\$26
Meridian, MS	WTOK	ABC	\$2,500/\$175-\$225	\$8
West Palm Beach, FL	WTVX	Independent	\$2,500/\$500	\$34
Paducah, KY	KBSI	Fox	\$2,000/\$500	\$12
Fort Wayne, IN	WFFT	Fox	\$1,000/\$550	\$34
Philadelphia, PA	WGTW	Independent	none avail./\$2,000	\$31

#### Comoust Cable Communications Competitive Media Information

BROADCAST LEASED ACCESS (30 minute program)

		Network Alfiša	te.	N	elwork Indepen	deni
<u>Harket (System)</u> Sarasola Hartloid(New Haven (Clinton)	Station WW\$8 WTIC	Prime Time time not avail time not avail	Non-Prime \$1,125 \$500	Station WBSZ WTWS	Prime Time \$750 time not avail	Non- Prim \$600 \$600
West Pairn Basch Richmond (Chesterfield) Paducah	WP8F WW8T WPSD	\$5,000 \$10,000 \$2,000	\$3,000	WTVX WLXK KBSI	\$2,000 \$400 \$2,500	\$17
Fort Wayne Chadeston	WPTA WCBD	\$3,000 time not avail	\$1,500 \$50L	WFFT WIAT	\$1,600 lievs ton emit	\$500 \$350
Meridian Tusceloosa	WCFT	\$2,000 \$2,000		No Indep WBRC	endent station \$1,000	\$300

<u>OTHER N</u>	<b>HEDIV</b>	
		Newspaper
Average	ROS	Classified
:30 A	<u>idio</u>	Ad (3 lines)
WISP	\$35	\$30
WMBW	\$15	\$7
WOW	\$65	\$17
WRVQ	\$30	\$12
WKYQ	\$30	\$8
WMEE	\$75	\$5
WTMA	\$35	\$25
WJDQ	\$15	\$15
WFOX	\$25	\$16

## AFFILIATE (:30) ADVERTISING RATE

MACHINEIR	U INNIE
Average	Акалада
Prime Time	Non-Prime
\$100	\$180
\$150	\$00
\$500	\$250
\$600	\$200
\$250	\$100
\$200	\$75
\$500	\$50
\$325	\$70
\$100	\$35
·	

#### LOCAL CABLE (:30) ADVERTISING RATE

LOCAL CABLE (:30) ADVERTISING RATE		CABLE (30 min) LEASED ACCESS		
Average Av	eggne	Estimated		
Prime Time Nor	- Prime	F.C.C. MAX		
\$34	\$21	\$31		
\$16	\$10	\$8		
\$50	\$30	\$38		
S26	\$14	\$22		
\$16	\$7	89		
\$50	\$25	\$25		
530	\$15	\$30		
\$10	\$10	\$7		
\$30	\$15	\$13		

Annh	sis of	:30	Ιαίοιοπιποο
ALB IV	5 B OI	-30	COMMISSION

Market (System)	
Semestr	
Hardord/New Haven (C)	inton)
West Palm Beach	-
<b>Michinand</b> (Chesisteld	)
Paducah	
Fort Wayne	
Charlesion	
Meridian	
Tuecolonea	

Alliais	Cable	Cable (ale
Average	Average	as a % of
Prime Time	Prime Time	Alfiliate rate
\$400	\$34	· 8.50%
\$150	\$16	12.00%
\$500	\$50	10.00%
\$800	\$24	J.25%
\$250	\$16	8.40%
\$200	\$50	25.00%
\$500	\$30	6.00%
\$325	\$13	4.00%
\$100_	\$30	30.00%

# Competitive Media Information

## **BROADCAST TELEVISION**

	•	30 MINUTE PROGRAM		30 SECOND AD		
Station	<b>Network Affiliate</b>	<b>Highest</b>	Lowest	<u>F</u>	lighest	Lowest
WCAU	CBS	\$18,000*	\$2,000	\$	4,000*	\$10
WPVI	ABC	No Time	Available	\$	5,500*	\$40
WPHL	Warner	\$ 6,500*	\$1,200	\$	1,400	\$10
WTXF	FOX	\$10,000*	\$1,000	\$	2,800*	\$15
WTGI	IND	\$ 900*	\$450	\$	125*	\$30
WGTW	IND	\$ 2,000*	\$600	\$	200*	\$2

## **COMCAST CABLE**

20 MINISTE DECCEAN 20 SECOND A			
FCC Formula	<u>Highest</u>	Lowest	
\$5.60	\$100	\$6	
		FCC Formula <u>Highest</u>	

### **RADIO**

	60 SECOND	AD
Top 10 Station (Average Rates)	<u>Highest</u>	Lowest
	\$400	\$60

## **NEWSPAPER**

Main Line Times One Time Classified Ad (3 Lines)	<b>\$16.20</b>

<sup>\*</sup> Does Not Include Prime Time

Source for Broadcast TV and Radio Rates: Harmelin & Associates, Inc.